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Motion Picture Number

Bulletin

OF THE

National Tuberculosis Association

Vol. VII FEBRUARY, 1921 No. 2

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Flickering Propaganda

By E. G. Routzahn and Helena V. Williams

"And now," asked a jocosely-inclined visiting school supervisor of a class of eager young hopefuls, "what is the greatest American indoor sport?" To his utter amazement, thirty shrill and lusty voices shouted the correct answer. "The movies!" they cried. Whereupon the visitor decided that if he was to have his little joke with the youngsters in future he must look around for a riddle with a less obvious solution.

If someone had asked this question at a staid and solemn Chamber of Commerce meeting, the reply would probbaly have been the same, and if it had been put to a group of factory workers during a union meeting there would doubtless have been a similar response. Probably, had someone shouted it from the platform of the Coliseum during the late Republican convention, the answer would still have been "the movies."

Unquestionably, "the movies" are not only our favorite recreation, but the national panacea for boredom, "the blues," domestic and financial worries and all the other ailments with which our modern civilization is affected. Small wonder, then, that in realizing the fascination that the shadow world has for the plain man and his wife, educators, reformers and business men long ago resolved to present their arguments and sell their wares via the silver sheet route. Public welfare organizations, too, were quick to see the value of the new medium, and to-day fundamental facts regarding tuberculosis, industrial safety, child care, and public health nursing are taught by means of motion pictures. Health weeks, Christmas seal sales, "safety-first" campaigns and other devices created to bring the public to a realization of the importance of individual and community well-being and how to attain them, all have included in their program one or more propaganda films.

So deep-rooted has become the faith in the teaching value of the motion picture that at times it almost appears to verge on superstititon, for there is a belief among many people that the quickest and surest way to teach a difficult subject is to exhibit a film dealing with it.

This attitude, unfortunately, often results in a careless and haphazard selection of pictures, an error which may retard rather than aid the cause for which they are intended. A commercial theater manager so arranges his program that it will appeal to his own particular clientele. He knows that people living in a high-class residential section are less interested in the death-defying serial exploits of Elaine than a well-staged, well-acted drama having an intelligent plot. On the other hand, if he is furnishing entertainment to a "dime" audience, he selects the "thrillers" that appeal to the uncultivated mind. The discerning exhibitor of propaganda films can use the same discretion in his selection of subjects, although he may not have as large a variety of material to choose from as the commercial manager.

Selection of Films

Let us take, for instance, the element of quality in a motion picture. Some of the available film material dealing with health, community welfare, and allied subjects is excellent. Its message is delivered forcefully and entertainingly, and it has sufficient "punch" to remain in the memory of the spectator for a long time after he has seen it. A good many films, however, have been produced from poorly-prepared scenarios by people who lacked experience in the handling of the subjects. If we wish to teach a vital lesson to a group of uninformed, lethargic and, perhaps, antagonistic men and women, we must do more than show them a number of reels of mediocre film. To be sure, it is generally possible to secure an audience. There is still a peculiar fascination in watching the photograph of a human being walk, talk, and express emotion. Added to this is the desire "to wait and see what will happen next," and "to get something for nothing." These human weaknesses furnish a sufficient amount of interest to hold the attention of the average spectator of a "free movie" for a while at least, even if the picture is a bad one. But more than this is needed. If we would advance a good cause through the use of motion pictures we must consider other and far more important elements.

Films to Fit the Audience

Let us take, for example, the mental capacity and education of an average audience. One of the writers of this article recently reviewed three motion pictures on the care of the teeth and prevention of mouth disease, and studied advertising literature dealing with several others. All of the pictures, naturally enough, were highly recommended by their producers, and a few had been enthusiastically endorsed by health associations and school authorities. Yet none of them were exactly suited to popular audiences. One film was decidedly revolting in part, an element always of questionable value in propaganda work unless skillfully handled. The language of the titles of another were stilted in tone and beyond the grasp of the average grammar-school graduate. Still another was a purely technical picture, suitable and interesting only for dentists and students. Yet all three had been shown to industrial workers, farmers, and even to children in the grade schools.

Propaganda pictures which are to be shown to popular audiences should be very simple in theme. Producers of commercial films direct their pictures to an audience having the intelligence of an average child of thirteen. This does not mean that an adult motion-picture audience is incapable of grasping anything more profound, but it indicates the mental attitude of the average person when viewing a motion picture. The non-commercial distributor and exhibitor may apply this same test to propaganda films. Before definitely booking a picture, it would be well for him to ask himself "would it be possible for a child of thirteen to *understand and be interested in the lesson* this film contains?" for the average audience watching an educational picture is generally composed of tired, busy people, whose minds are in a state of relaxation.

This test cannot, of course, be applied to educational pictures intended primarily for use in schools and colleges where they are a part of the course of study, and the students understand that their own progress depends largely

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Flickering Proganda

(*Continued from page* 1)

on their undivided attention to the subject. But it must be remembered that pictures produced for use by students and school children may be entirely unsuited for presentation before an average audience. Again, pictures that are interesting to a group of educated adults may be entirely unfitted for an audience of illiterates or foreigners. In a certain southern county a tuberculosis campaign was recently conducted among the negroes. To "make the program more interesting," a motion picture was presented—not a film on health, but one that dealt with the raising of hogs. The film was a technical one, excellently suited for the students of an agricultural college, but wholly wasted on the crowd of colored people who had been lured into the hall by the promise of a "free movie." The printed titles in the picture were so far beyond the comprehension of the audience that they might just as well have been written in Sanskrit. In the words of an innocent bystander who attended the meeting, "The only thing they understand is the hogs." So that it would hardly seem probable that the presentation of this picture in any way furthered the campaign against the white plague.

Propaganda films, to be effective, should make a strong human appeal to the audience. To do this, they need not be overstocked with "love interest," plot, etc., to the detriment of the educational matter. The world of "movie fans," however, is accustomed to the best products of the commercial producer, in which costumes, settings, photography and drama are handled by high-grade and high-salaried experts. Consequently, a poorly-written scenario, incompetently staged and directed, will hardly "get across" to an audience accustomed to such standards. For the same reason, very old pictures, no matter how good the plot, may be almost useless, although in isolated districts, where "movie shows" are still a rare treat, they may be of interest. Staging and the art of photography have greatly improved within the last six or eight years, and fashions in clothing have so changed that an out-of-date picture becomes ridiculous and definite harm may result from its presentation.

The Commercial Theater

One frequently hears the remark, in connection with motion-picture propaganda, that "we are trying to get films into the commercial theaters." There is no doubt that under certain circumstances a performance in a commercial theater has great value, but it is also true that frequently much better results can be achieved by showing it elsewhere. The fact that comparatively few managers are anxious to show propaganda films explains in itself that theater audiences do not care to see them there. People generally go to a "movie" to be entertained, and about all the education to which they will submit at such times is a travelogue, a weekly, or a few hundred feet of a popular science subject tucked into a "magazine." Then, too, the commercial exhibitor spends a good deal of thought on the preparation of a balanced program. The dramatic feature of the evening usually follows the weekly, and a short, light comedy follows the dramatic feature. The numbers are so arranged that the psychological effect of one will be offset by the other and the audience will leave the house in a happy, contented frame of mind. For this reason the effect of propaganda pictures, whose primary purpose is to make people *think* and *act*, is practically lost as soon as the next number appears on the screen. Exceptions to this, of course, are propaganda pictures making an emotional appeal, such as those shown during the war. Interest in these was assured at the start, for the entire country talked, thought and *felt* the war at the time.

Propaganda films may be used successfully in commercial theaters during an intensive local campaign. For example, a certain tuberculosis association was conducting a "health week" in a town of approximately 100,000 population. The "health week" had been preceded by a competition poster campaign in the schools, tuberculosis sermons in the churches, and much newspaper publicity. As a climax, the school posters were exhibited in the lobby of the largest motion-picture house in town, and the prizes were awarded to the artists from the stage. During this performance, a good tuberculosis film was run off and enthusiastically received by the audience. In this instance the spectators came to the theater deeply interested in the tuberculosis problem at the start, and prepared "to do something about it."

Another excellent way to utilize the commercial manager's desire to cooperate in a cause is to secure the theater for special morning or afternoon performances, when the attention of the spectators will not be divided between the lesson to be taught and the vicissitudes of an adored heroine.

There are many other places and occasions where propaganda films can be successfully shown, so that it is not necessary to rely overmuch on the good will and interest of local commercial managers. In schools, churches, lodges, institutions and the meeting-rooms of philanthropic and welfare organizations, motion pictures may be used to excellent advantage if they are presented as an integral part of the program. Otherwise, the criticism made in regard to their use in commercial theaters applies also to this field.

The special meeting or exhibit *dealing with a definite subject* with motion pictures as an important feature is another legitimate place for propaganda films. And the "healthmobile," or other traveling truck, carrying a specific message into the rural districts is almost always certain of a welcoming and interested audience.

The function of motion pictures as an educational medium is almost limitless. But if the greatest possible good is to result from their use, educators should exercise increasing care and discretion in the selection of propaganda pictures. Such care will do more to produce quick and permanent results than a haphazard choice of available material. It will also help to improve the output of new films. Like the manufacturers of any other article, motion-picture producers must sell their product if they would prosper. Useless negatives and prints that remain on the shelves, have been known to be an incentive to more serious and sincere efforts.

St. Louis Trudeau Club

Twenty physicians interested in the tuberculosis campaign recently completed organization of St. Louis' first Trudeau Club. The club was originally started at a meeting of the advisory medical staff of the Tuberculosis Society of St. Louis.

Meetings of the club will be held once a month, each program to be a symposium on tuberculosis questions wholly from scientific standpoint.

The Hub

Sidelights on the Tuberculosis Campaign as Conducted from National Headquarters

Toy Theatre

In addition to the marionette show which was recently launched by the National Association as a "stunt" for the promotion of the Modern Health Crusade and other phases of the tuberculosis campaign, the Publicity Department, in conjunction with the Modern Health Crusade Department has constructed a toy theater, particularly adapted for use in schools.

The new playhouse, which is named "Tiny Tim's House," is manufactured out of a cardboard packing box. The scenery is made of crêpe paper in vivid colorings, and the wings and proscenium are painted with show-card colors in simple designs.

The "actors" on this stage are, for the most part, potatoes, whose unique shapes and arrangement of eyes have made a foundation for interesting and entertaining heads. The second finger of the operator's hand is placed in a hole cut into the bottom of each potato. Two fingers serve as arms and hands and the remaining two as legs and feet for the players. Elaborately colored costumes cover the hand, so that only the tips of the fingers are seen by the spectators. A more detailed account of this new experiment will appear in next month's BULLETIN.

"Tiny Tim's House" and the "road company" which is part of it, will become a part of the Loan Service of the National Association. The outfit will be sent out to the field as a model for tuberculosis workers, teachers and others who are interested in promoting health education by means of new and entertaining novelties.

Foreign Language Circular

The Publicity Department of the National Association is preparing a circular which is to replace the "Don't" card, for distribution among foreigners. Like the "Don't" card, it is planned to have the new circular translated into eleven languages.

The circular will be especially prepared to interest the average adult having only a moderate education. Its language will be simple, to the point, and a number of "human-interest" illustrations will make it particularly suitable for circulation among the general public.

Standardizing Tuberculosis Units

Mr. T. B. Kidner, Institutional Secretary, is at present working with the U. S. Public Health Service in the development of standard plans for tuberculosis units for the hospitalization of tuberculosis ex-service men.

The U. S. Public Health Service recently determined to place tuberculous veterans so far as possible only into institutions meeting the Grade A requirements of the American Sanatorium Association. The Service is also employing tuberculosis experts to inspect and evaluate its own sanatoria.

Legion Plans Reorganization

The Medical Service of the National Association has for the past month worked in close cooperation with the American Legion, which is planning for reorganization of the various departments of the government having to do with the rehabilitation of ex-service men. Dr. H. A. Pattison, supervisor of the Service has attended numerous conferences and appeared before the House Committee on Interstate and Foreign Commerce, in support of the general principles of consolidation of Bureaus in Washington and decentralization of administration throughout the country. Congress has not yet taken any action in the matter.

Crusade at National Education Convention

The Crusade will be featured on the general program of the Department of Superintendence of the National Education Association at the annual meeting of the department at Atlantic City, February 26th to March 3d. In place of papers on the Crusade, as given at former N. E. A. conventions, a pageant will be presented by 300 Crusaders of the Atlantic City schools under Superintendent C. E. Bayer. It will take place at noon, Monday, February 28th, in the auditorium of the "Million Dollar Pier."

Music will be provided by the high school orchestra. The manual training pupils will undertake any special stage construction required, and they will also construct the huge dragon, "Disease," the art teacher acting as architect.

The Washington, D. C., Tuberculosis Association is lending the services of its Crusade leader, Mrs. E. R. Grant, to direct the pageant, and Mrs. C. R. Shreve, Tuberculosis Committee of the Visiting Nurse Association, is acting as local representative for the National Association.

During the entire convention the National Association will maintain an information booth on Pier No. 6, where the Crusade exhibit will be located. The exhibit will consist of supplies, posters and the two new marionette shows. The larger show has papier-mâché puppets carefully modeled, which are manipulated by wires. This show can be presented to an audience of 300. The smaller show is designed for local manufacture. The puppets are made of vegetables and the stage is a pasteboard box. This type of puppet theater is designed especially for school-room use. Both shows will be demonstrated at intervals to be announced later.

Changes in Office Personnel

Mr. Arthur J. Strawson, of Indianapolis, who has served the National Tuberculosis Association for the past two years as regional and field secretary, has been appointed Supervisor of Field Service. Mr. Strawson assumed his duties at the executive office in New York on February 1st.

Mr. Strawson succeeds in this position Mr. Frederick D. Hopkins, former Supervisor of Field Service, now administrative secretary of the National Association.

For a final trip in connection with the Christmas seal sale, Mr. Strawson visited Missouri, Nebraska, Iowa, Illinois, South Dakota, North Dakota, Minnesota and Wisconsin.

Mr. William B. Buck, who has been serving the National Association temporarily as field secretary in the far western states, severed his connection on January 1st. Mr. Buck, upon his return from New Mexico, where he had been assisting Mr. Granger, the new executive secretary in the seal sale, assisted Mr. Eaves in compiling information regarding the work of state associations in the 1920 sale. He also made a statistical summary of the budgets of the state tuberculosis associations for 1920, which served as a basis for an interesting newspaper release.

Mr. Paul L. Benjamin, former field secretary for the North Atlantic States, visited Vermont, New Hampshire, Massachusetts, Maine and Rhode Island. This trip and also a short visit to Virginia were in connection with the Christmas seal sale.

Crusade Recognized by Bureau of Education

The series of "Citizens' Conferences on Education" conducted by the U. S. Bureau of Education in cities from coast to coast in November and December demonstrated the service rendered by the Modern Health Crusade to various child-health organizations. Under the subject, "The Relation of Education to Health," Mr. DeForest, who spoke, at Commissioner Claxton's invitation, at each conference, stressed the importance of the public-health movement in the teaching of hygiene in the schools. In explaining methods of rendering such teaching more practical, he cited not only publications of the National Association, but of the Child Health Organization, National Child Welfare Association, Playground and Recreation Association of America, and American Posture League, the use of all of which is promoted by the Crusade. The lively interest felt in vitalized health education was shown by the requests for sample material made by educational leaders in attendance. The names and addresses given were shared by the National Association with the other organizations named.

Health, Disease and Nursing Films

Selected from a List Compiled by the National Board of Review of Motion Pictures and Other Sources.

(N. B.—Films marked with an asterisk have been viewed and are recommended by the National Tuberculosis Association.)

Athletics

Corrective Gymnastics in Columbia University, part reel, Bray Pictures Corp., 23 East 26th Street, New York.

Series of Pathé Review, 1920, in practically all issues from No. 1 to No. 70. Address, Pathé Exchange, 25 West 45th Street, New York, or nearby exchanges.

Films dealing with camping, sports, scenery, national parks, fishing, game, gardening, pageants, dancing and other out-door activities have been made in large numbers by the commercial distributors—too many to list. Some suggestions may be obtained for definite needs from the National Committee for Better Films, 70 Fifth avenue, New York.

The Blood

A Microscopical View of the Blood Circulation, 3 reels, 3 parts. Address, Scientific Film Corp., New York City.

Heart and Blood (Microscopic), part reel, Bray Pictures Corp., 23 East 26th Street, New York City.

Child Welfare

**Our Children,* 2 reels, care of infants, etc. Address, Children's Bureau, U. S. Dept. of Labor, Washington, D. C.

**Priceless Gift of Health,* 1 reel. For rent by National Tuberculosis Association, 381 Fourth avenue, New York. Prints may be purchased from Worcester Film Corporation, 145 West 45th Street, New York.

Better Babies, Bray Pictures Corp., 23 East 26th Street, New York.

Ears

How We Hear, part reel, Bray Pictures Corp., 23 East 26th Street, New York.

Helping the Deaf to Hear, part reel, Bray Pictures Corp., 23 East 26th Street, New York.

Eyes

**Through Life's Windows.* The tale of a ray of light and the eye. Address, Worcester Film Corp., Worcester, Mass.

Feet

**Foot Follies,* 3 reels. For rent by National Y. W. C. A., New York City. Prints may be purchased from Carlyle Ellis, 71 West 23d Street, New York. (The third reel of this makes a good, popular film and contains excellent teaching in regard to the abuse of the feet through improper shoes.)

Shoes and Foot Penalties, 1 reel. Effects of shoes, right and wrong. Carlyle Ellis, 71 West 23d Street, New York.

Study in Feet, part reel. Bray Pictures Corp., 23 East 26th Street, New York.

Results of Ill-Fitting Shoes, part reel, X-ray, Bray Pictures Corp., 23 East 26th Street, New York.

Flies

The House Fly, Carter Cinema Corp., 220 West 42d Street, New York.

**The Fly Danger.* This picture contains some excellent micro-photography, but it is more suitable for use in the classroom than for popular audiences. Address, National Motion Pictures Company, Indianapolis, Ind.

Industrial

The Woman Who Works, 3 reels, for rent by Y. W. C. A. Prints may be purchased from Carlyle Ellis, 71 West 23d Street, New York.

Working Standards, 2 reels, made for Women's Bureau, Department of Labor in story form. Prints may be purchased from Carlyle Ellis, 71 West 23d Street, New York.

Industrial Health and Safety

For films on this subject, apply to the Industrial Department, Y. M. C. A., 347 Madison Avenue, New York, for information.

Milk

Industrial picture on products of Willow Brook Dairy Co., 2 reels. Address, Universal Film Mfg. Co., 1600 Broadway, New York.

Industrial pictures on milk may also be obtained from the Borden Milk Co., 108 Hudson Street, New York; the Carnation Milk Product Co., Seattle, Wash.; the Slawson-Decker Co., New York; Edw. W. Woodman, 4709 Lancaster Avenue, Philadelphia, Pa.

Long Versus the Short Haul, or Mother's Milk Best for the Child. Address, National Motion Pictures Co., Indianapolis, Ind.

(Produced in collaboration with Dr. J. W. Hertz, Secretary, State Board of Health, Indianapolis, Ind.)

Miscellaneous

How We Breathe, part reel, Bray Pictures Corp., 23 East 26th Street, New York.

Home Gardening, 2 reels, U. S. Dept. of Agriculture, Washington, D. C.

Muscles of Facial Expression, part reel, Bray Pictures Corp., 23 East 26th Street, New York.

The Poison Doll, Bray Studios, 23 East 26th Street, New York.

Schematography, Bray Studios, 23 East 26th Street, New York. (Illustrates how modern universities prove to their students the benefits to be obtained from correct posture and the least results from bad posture.)

Nursing

**A Day at the Fair,* American Red Cross, Washington, D. C., or district office.

**A Nurse Among the Teepees,* 1 reel. Arapaho Indians of Wyoming. Human interest. Carlyle Ellis, 71 West 23d Street, New York. (The chief use of this film would be to illustrate the work that is being accomplished by public-health nurses.)

**An Equal Chance.* Nursing in the country and the west. Address, the National Organization of Public Health Nursing, 156 Fifth Avenue, New York, for prints to be purchased. This film may be rented by the National Tuberculosis Association.

**Every Woman's Problem* (Home nursing). Address, American Red Cross, Washington, D. C., or district office.

**Mrs. Brown Versus the High Cost of Living.* (Clever trick photography holds the attention on various necessary foods.) Address, American Red Cross, Washington, D. C., or district office.

**Pueblos and Picanninies,* 1 reel. Health nurse's work in New Mexico and Louisiana. Carlyle Ellis, 71 West 23d Street, New York.

**The Public Health Nurse,* 1 reel, for rent by the National Tuberculosis Association, 381 Fourth Avenue, New York. Produced by the Minnesota Public Health Association.

**Winning Her Way,* 2 reels. Address, American Red Cross, Washington, D. C., or district office.

Outdoor Activities

For films on this subject, apply to Community Service, 1 Madison Avenue, New York; Boy Scouts of America, 200 Fifth Avenue, New York; Camp Fire Girls, 31 East 17th Street, New York; Woodcraft League, 13 West 29th Street, New York, and National Catholic War Council, Washington, D. C.

See also *Athletics.*

Social Hygiene

Damaged Goods, 5 reels. American Social Hygiene Association, 105 West 40th Street, New York.

How Life Begins. Katherine Carter, Inc., 220 West 42d Street, New York.

**The End of the Road,* 7 reels. American Social Hygiene Association, 105 West 40th Street, New York.

Surgical and Medical Technique

Diagnosis of Tuberculosis, National Tuberculosis Association, 381 Fourth Avenue, New York.

For clinical pictures, operations, etc., apply to the Clinical Pictures Corp., 110 West 40th Street, New York.

War Hospital pictures on surgery-medical procedure, dental surgery, obstetrics, genecology, etc., to be used solely for educational purposes. Address, Clinical Film Libraries, 110 West 40th Street, New York.

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Modern Health Crusade

DEPARTMENT

Bulletin of the

National Tuberculosis Association

FEBRUARY 1921

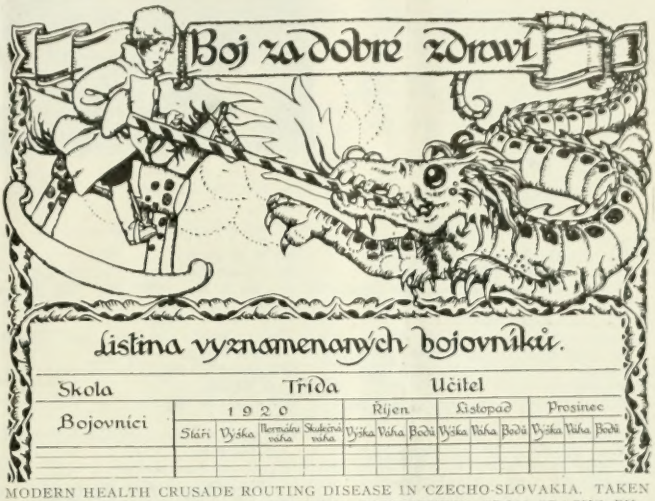
Tournaments Closing and Beginning

Indications are that a wider range of schools than ever before have entered the national Crusade contests for this school year and that the National Association will be called to present even more banners and pennants than the 152 won last year. In the first national tournament of this year, schools have until February 26 for keeping records of chore performance from which to submit their reports for the best fifteen consecutive weeks. In the second tournament, participating schools may submit records for any fifteen consecutive weeks between January 2 and June 11, except that no weeks prior to February 26 may be reported for both tournaments.

Reports for the first tournament on official report forms distributed by the association for each state must be rendered to that association before March 14. All pupils' individual chore records should be kept by teachers, to be sent to the state association on call; and where the class or school credit is 15, the records should be sent to the association with the report forthwith. Any school may obtain the guide to the national tournaments by applying to the state or national association.

In the two national silver cup contests, any fifteen weeks in which 75 per cent. of the chores are performed by any pupil may be considered, between September 5, 1920, and June 11, 1921. They need not be consecutive, and may vary from child to child. Each pupil that becomes knight banneret counts toward winning the trophy for his state or city.

The tournament principle finds application all the way from nation to state, city, single school and class. The Oklahoma Public Health Association in an attractive circular announces a state tournament for the second part of the school year. The Oregon Tuberculosis Association will award a pennant to the school in each county that presents the highest percentage of knights banneret to the number of children enrolled as Crusaders. Miss Brems, a nurse in Deschutes County (Oregon), reports: "I have found that I get an added enthusiasm by having the teacher pick two good leaders, who choose sides. Each side then chooses a name for itself, usually that of some famous knight of old. It is the leader's duty to check up on the number of points for his side once a week."



MODERN HEALTH CRUSADE ROUTING DISEASE IN CZECHO-SLOVAKIA. TAKEN FROM ROLL OF HEALTH KNIGHTHOOD DISTRIBUTED FROM PRAGUE BY AMERICAN RED CROSS.

March Meeting

The Crusade method is to captivate the child, not to lecture him. Real teaching is largely making the pupil want to learn. To make the March meeting most interesting, we therefore suggest a playlet, like the following. It is written on the March subject, "Nervous system; influence of mind on health; cheerfulness, anger, courage, purity."

Pilgrim's Health Progress

Cast of Characters

Wanderer	*Youth*
Wood Gatherer	*Strength*
Faith	*Courage*
Hope	*Cleanness*
Love	*Vision*
Joy	*Helpfulness*

SCENE: *A forest glade. (May be indicated by rear curtain.) At one side, a rustic bench.*

COSTUMES: *Special costumes are not required. Players may be dressed simply to represent parts.*

Enter *Wanderer* and *Wood Gatherer*

Wanderer:
Which way, my friend, to the Land of Health?
Wood Gatherer:
I do not know.
This place is good enough for me.
I have a home and family to support—
No time to go and see the world.
Wanderer:
Are you so healthy, then?
Wood Gatherer:
'Tis true we have a heap of ills,
But that's to be expected.
My grandsire settled in this glade,
And here I calculate to stay.
Land of Health, indeed!
Do you think to reach it this side of heaven?
I'll tell you something—
There are dragons in the woods!
Wanderer:
They can't be worse than some I've fought—
The dragons of distrust, despair, ill temper!
Wood Gatherer:
What have you in your knapsack?
Wanderer:
So long have I carried this pack on my back,
I scarce know what it holds.
Each day it grows a little heavier,
But I will not throw it away.

Exit *Wood Gatherer. Wanderer* rests on bench. *Song is heard in distance—*
Faith, Hope and Love,
We come to point your pathway
And lead you to the Land of Health.

Enter *Faith, Hope* and *Love*

Love:
I am Love, and these are Faith and Hope;
We'll lead you to the Land of Health.

Faith:
The forests, though dark and deep,
Are no barriers to us.
Beyond them lies the Land of Health,
A land more fair than you can think.

Wanderer:
But how about the dragons?

Hope:
You've never trusted us,
Else you would know our power.
We'll summon our companions.

Blows on flute. Comrades sing in distance
Oh, we are the comrades of Faith, Hope and Love,
The very best friends that you ever could have.
If you follow their guidance we'll go with you,
And be your friends and your helpers, too.

Enter *Comrades*

Love:
Joy, Youth, Strength, Courage, Cleanness, Vision, Helpfulness!
They'll stay with you on one condition—
That you follow us.

Wanderer:
I'm glad indeed to have these friends,
But there are many things I'll need.

Strength:
With Strength and Courage you cannot lack.

Courage:
What have you in your knapsack?

Wanderer:
My load is a heavy burden,
But I must not leave it behind.

Joy:
Have you heard this magic truth?
Hand in hand with Joy goes Youth!

Youth:
If you have Joy, though you journey long,
Youth will go with you with a song!

Cleanness:
Hold fast what I give you—
Pure mind, clean body,
Pure air, food and drink.

Vision:
If you follow Faith, Hope and Love,
And look not on the path behind,
You'll find Vision always at hand
To pierce the darkness.

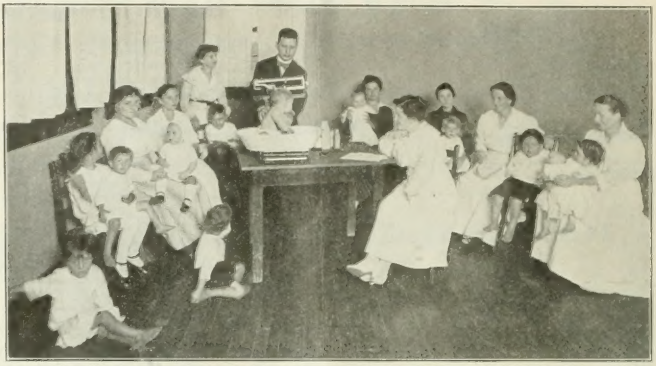
Helpfulness:
And Helpfulness to aid you
Over the rough places.

Love:
The morning breaks, and we must go,
But with your heavy knapsack
You will stumble and fall with faintness
Before you reach the Land of Health.

Wanderer (throws out contents of knapsack, one by one. Stands straight and breathes deeply):
Hatred, fear, sloth, envy—
I've cast them off forever!
Now I can take a full, deep breath,
Unhampered by any burden!
I feel so free and joyous,
I could fight a million dragons!

Love:
Then let us forward go,
With singing and rejoicing.
Faith, Hope and Love will lead,
And a goodly company will follow.

Faith, Hope and *Love* lead, and *Wanderer* follows, with *Comrades. All Sing—*
With a song in the heart, with a song in the heart,
Our faces are turned to the fair Land of Health.
No fear can appall us, no evil befall us;
Our goal is before us, the fair Land of Health!



WIVES AND CHILDREN OF THE EMPLOYEES OF THE TENNESSEE COAL, IRON & R. R. COMPANY RECEIVE PERIODICAL PHYSICAL EXAMINATIONS BY THE COMPANY'S PHYSICIAN.

How Others Are Doing It

The Grand Rapids public schools have placed the Modern Health Crusade in the curriculum. The committee of principles appointed by Superintendent W. A. Greeson has made the following recommendations:

That the Crusade chores be conducted for thirty weeks during the school year;

That the work, with definite supervision, terminate in an accolade in May, the accolade to be produced through the physical training department:

That captains be employed for daily inspection of hands and to record names on board for teacher;

That a record be made on monthly report cards;

That pennants be given to the school accomplishing most;

That each parent-teacher organization be informed at its first meeting of the work, its scope and requirements of parents;

That a bureau be established, as by the Americanization Society, to furnish speakers for the parent-teacher associations, the Crusade being another phase of citizenship work.

* *

The Missouri Teachers' Association has passed a resolution earnestly requesting teachers to cooperate with the tuberculosis association in the Crusade. In thirty counties school credits are given to pupils and teachers for Crusade work. Superintendent R. B. Wilson, of Jefferson County, authorizes teachers to exempt pupils who become knights banneret "from examinations in physiology and hygiene and to let the grade in health chores stand for the grade in those subjects."

* *

State Superintendent R. H. Wilson, of Oklahoma, has published an attractive 106-page booklet, "Days to be Observed by Public Schools, With Suggested Programs." The first week in December is appointed Health Crusade Week. The general program is based on the health chores. Outlines of subjects to be presented by teachers are given for each school day of the week. Beside references to the Crusade manual, other material distributed by the Oklahoma Public Health Association is cited. Information regarding Christmas seals and tuberculosis is included in the booklet.

* *

Crusade work is being carried on in schools in 35 counties in Alabama. Pickens County has already made the system compulsory, and the tuberculosis committees of the women's clubs plan to work in other counties to this end.

The *Educational Exchange*, Alabama's school journal, is running a Crusade department each month; and a Birmingham paper has asked for Crusade material written by Crusaders for its children's page.

The Crusade is also used as a follow-up for medical examinations of school children in Jefferson County. The nurses felt that their efforts to have defects remedied required the Crusade as a supplementary intensive health program and requested the state Crusade director to meet the mothers and teachers in a school-improvement meeting to start the system in the schools and homes.

The Alabama Tuberculosis Association is conducting a health poster and slogan contest, offering small cash prizes. In connection with the Crusade-banner contests, it is also offering scales to the rural school that makes the best record in the Crusade.

(*Continued on page* 8)

Crusade "Sales Talks"

The "Sales Talks" appearing in this number of the Crusade Section have been written in an attempt to supply a general demand. They are not to be used verbatim but are offered as suggestions or, at most, suggestive outlines. Every talk must, of course, be adapted to the audience. The reader will note that these are strictly SALES *talks and not instructive as to detailed methods of conducting the Crusade. If a separate talk on methods is not given, the following paragraph is suggested for insertion just before the last paragraph of the sales talk to teachers.*

"Secure one roll of health knighthood for every forty children and one chore record for each child, together with a brief manual for yourself. When you have become familiar with the general plan, tell it to the children in your own way, distribute the records and have the children memorize the chores in the most objective way. Make them feel the dignity of the cause, and maintain the highest standards in awarding rank. Pupil inspectors are usually best employed and many methods of stimulating interest and competition can be devised as the work progresses."

Crusade "Sales Talk" to Children

How many of you live in houses? Everybody? Somebody built those houses, didn't he? Do you know how a house is built? It has a foundation first of all. A foundation is made of brick or stone, put in piece by piece, with mortar in between, to make it strong. Why? Because it must hold up the house! And how is the house itself built? First come the timbers for the frame work, then the boards on the sides and, last of all, the roof. Of course, there are other things it must have, too, but these have to be used if the house is to last.

Every person, you and I, all of us, each have two houses—one house is built for us, and one we build ourselves. The one that has been built for use we stay in at night, and when it is cold or rainy. But the second one *we stay in all the time.* We take it around with us wherever we go, just like the snails you have read about that carry their houses around with them. And every day we build it a little bit more. If a man's house is out of repair he is very uncomfortable, and if he can't repair it himself, whom does he get to patch it up and make it sound and strong again? A carpenter? Yes, for the house he lives in, he gets a carpenter. But for the other house, whom does he get? He gets a doctor! *For the house he carries around with him is his body.*

It takes brick, and cement, and lumber, and nails, to build the first house, but what do you suppose it takes to build his other, his body-house? First of all, it takes food. Food is the brick and lumber of the body house. Next comes sleep. Sleep is the mortar and cement that hold the foundation together.

Next, the body house needs exercise to make it strong, for exercise is the nails that hold the lumber in place.

If the wrong kind of brick or lumber is used his house will not last long. So, if we use the wrong kind of foods we cannot build the right kind of body for ourselves. And we must have exercise, too, if our bodies are to be strong. What did I say cement was? Why, sleep, of course! It takes enough of that too. Sleep is just like cement. You don't notice if it is there, but you soon notice if it is left out, for the foundation crumbles and crumbles, until all the bricks and lumber and nails come down with a *bang!*

Now, how about the house you are building? Is it a good house? And do you take care of it? How many of you haven't missed a day of school this year because you were sick? Well, a good many of you certainly must have poor body houses. Would you like to have your other house, the one you live in, to have broken windows, stuffed with rags; or a leaky roof, or the paint all coming off? You would be ashamed of it, wouldn't you? How about your body house? Do you keep it clean? Are your teeth all right? Do you weigh as much as you ought? Have you good muscles? If not, maybe your body house has a broken window or a leaky roof. Anyone knows what a good house is like. Do you know what a good body is like? If you don't you can't very well build one! Can you? Now let me show you how you tell if your body is as well and strong as it should be.

Here is something (showing Roll of Health Knighthood with weight and height scale) that tells you what you will need to know, first of all. It shows how much you ought to weigh, and how tall you ought to be at your age, and how much you ought to grow every three months. If you look at this and find your body house is not very good would you like to know how to build it better so it will be as good as anyone's? There are children all over the world who are learning how to do this to-day. This very minute—in the United States alone there are over six million learning. Think of it!

These children are called Modern Health Crusaders and every day they do the things that will build healthy bodies. They know *what* they ought to weigh and measure and *how* to make themselves do this. They know what they should eat and how much. They know, too, how long they should sleep every night—how much play and exercise it takes to "build" the right kind of body houses. They play that they are like the crusaders of long ago, who lived when King Arthur, Sir Launcelot, and wizard Merlin lived, and when they slew dragons and fought battles and won them, too, almost every time. Why could they do all these things? Because they kept their body houses strong and obeyed the wise old wizard Merlin, who told them what to do. That was the way they became, first pages, then squires and then knights and finally knights banneret, and wore badges to show what they were—just like you will do in the Crusade of to-day. And people will know you are building your body houses strong and they will admire them. You will be proud of them, too, and glad *your* roof isn't leaky or your windows broken. What other children all over the world are doing, you can do, too, can't you? Would you like to learn what to do to be Modern Health Crusaders? Here are your own records which tell you what to do—none of the things are *very* hard, except to remember. But a good Crusader learns all the things he has to do so well that he *can't* forget. Take your record home with you and ask your father and mother to help you build your body house strong. Remember that you must build it a little and keep it clean every day if it is a house a Modern Health Crusader can live in.

A Crusade "Sales Talk" to Teachers

How *well* are you? It is easy to recognize the fact that the person with "poor health" is badly handicapped. Yet you and I excuse ourselves for poor efforts and results if our physical condition is bad. We seem to regard illness, not as the result of neglect or ignorance on our parts, but as a kind of visitation of a mysterious Providence. I have even heard an old lady use this argument for tuberculosis: "Consumption's powerful nice tu die uv, it gives ye sich a long time to prepar."

Have you more health than you can use? Can you teach school all day and feel equal to enjoying an evening out, without having that "morning-after" feeling the next day which makes you unfit to earn your salary? Isn't there something wrong if you are unequal to a reasonable amount of diversion and are you getting as much out of life as you ought or putting enough into your work, unless you are fit?

Did you ever have a habit? And did it ever trip you up when you least expected it? Or, have you any habits that are really helpful—that your subconscious mind uses to promote your efficiency? You don't have to remember to "bat" your eye if something comes toward it suddenly. You may call that instinct—but it is largely habit acquired from experience. In fact, most of your daily acts are habits—aren't they?

If you could only *remember,* you would do many things that you know you should do for your health. If you had done them often enough and early enough in life, they would have become habits. "Second nature" would then be guiding you to a large degree, toward good physical condition with its resultant mental alertness and exuberance of spirits—things which no money can buy, but which are the largest factors both in your earning capacity and usefulness.

If all of your pupils had enough sleep in well ventilated rooms, and ate easily digested, nutritious food, wouldn't they be easier to teach? And wouldn't they make better grades? If all of them were clean, all the time, wouldn't they be pleasanter to be with?

How many of you have pupils who are

wiggly—or dull—or just plain bad, as a result of what we call "nerves"?

Have any of you looked into the study of malnutrition and its effect upon the individual? Experts on nutrition who have experimented with it long enough, are able to show that about one-third of our school children are seriously underweight, and that there is a corresponding difficulty in their being "normal" along other lines. By this they do not mean that the child who is underweight is always below par mentally. But he *is* invariably heavily handicapped and in later life is almost sure to become unfit physically. Like most other forms of poor health, malnutrition is due both to habit and to ignorance.

Do your children copy you? Of course they do. What *you* tell them is usually the thing they believe and try to follow—even against the advice of their parents. If you believe in health, they will believe in it also. For your sake as well as that of your school, I would like to suggest a way to make good health easy and attractive.

The Modern Health Crusade, a comparatively new movement, is sweeping the country. It is a system of teaching health habits by doing a few simple health chores every day. The boys and girls keep their own scores, preferably at home (so that the parents may get some training, too), and a certain number of credits are allowed for each rule kept.

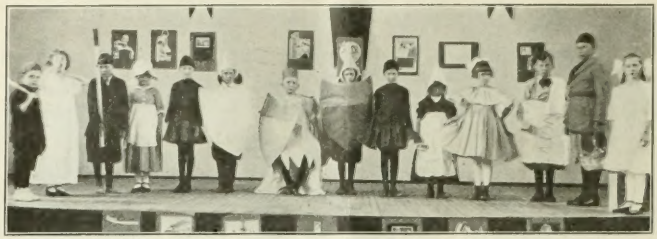
A passing grade of 75 per cent. is required for the aspiring Crusader to gain each successive rank. One need not, therefore, be a superman to advance to the final one of knight banneret. If some rules are forgotten—all is not lost. A small boy whose mother questioned him about the fourth set of bath towels which he was getting one sunny spring Saturday, replied, "Well—I've been so busy this week I forgot a lot of my chores and it cut down the class average so bad that the kids jumped all over me. And, mother," he sniffed, "you get two credits for each bath, and I've just *got* to take five more to-day to make up before I go back to school." Could the teaching of health in any other form have had such an effect on a small boy?

All of the "chores" are simple fundamentals of health which have been passed upon by child health experts and which any child can keep. They cover sleep, food, exercise and cleanliness, and help to build a firm foundation for a happy and vigorous life.

State and city school systems are allowing credits for rank acquired in the Crusade, and teachers everywhere are finding it a big impetus to all forms of health teaching because of its personal application. Experience with the Crusade as a system of teaching has proved that it does establish habits of good health.

In order to introduce and establish the Crusade, state tuberculosis associations have been and are providing supplies to the schools, although many schools now finance their own supplies, for the cost of a thirty-week course, including the necessary insignia, is about seven cents per pupil.

A roll of health knighthood, with spaces for forty names, is hung on the wall, where it shows from time to time the advancing rank of the Crusaders. A chore record for each pupil, which has upon it the chores and spaces for checking each day for a period of ten weeks, is necessary to begin with. If you have gone over the general plan, which is simplicity itself, you can explain it to the pupils in your own way so that they will readily understand.



DRAMATIZING HEALTH IN AN OKLAHOMA SCHOOL.

Let them devise the best manner of memorizing the chores. The game of being healthy—and its play aspect, with a story of the Crusaders of old, should be emphasized as well as the dignity of citizenship in performing the simplest duties. It can be related well to studies of every grade. The time for conferring the advanced ranks can be utilized in numerous ways to add interest to regular studies, and should be invested with ceremony. Officials elected from rows or grades should take over most of the detail and row, room and school spirit aroused and maintained by competition.

The Crusade may add a little to your daily work, if you are not clever enough to let the children do it for themselves, but it will lessen the general strain on your nerves and will add much to the efficiency of your school.

A real rivalry and school spirit are soon developed, so that the lazy or careless or spoiled child feels the "public" opinion of his school and learns that physical unfitness should rank with mental unfitness, if it can be corrected.

The Crusader learns how and why to be well and soon "gets the habit" of remaining so. He is put on the road to happiness and usefulness—and as he goes he teaches the public which we cannot reach, that H-E-A-L-T-H spells happiness.

M. GRACE OSBORNE.

"Seven Keys"

The Chicago Tuberculosis Institute has made a valuable addition to Crusade playlets in "Seven Keys," written by Frances A. Cook, Crusade director for Cook County. The playlet affords a dramatic setting for the Crusade chores. It is built around a search for keys hidden by Ignorance, who refuses to open the city gate to Good Health. The keys are of a shape to form, when placed in the gate, the double-barred red cross. The Chicago Tuberculosis Institute can furnish sample copies of the playlet gratis out of a small surplus.

How Others Are Doing It

(*Continued from page 8*)

In some counties lacking tuberculosis association secretaries, county superintendents of schools have accepted the leadership of Crusade work; and in other counties, executive secretaries of Red Cross chapters, with authority from the Gulf Division, have made the movement a part of their program. The Alabama association announces that it will make the Crusade its chief work in most of the unorganized counties, to be followed as soon as possible by local nursing activities, clinics, etc., under county associations. Part of the seal sale income in each unorganized county has been expressly set aside for the work.

The Tennessee Coal, Iron and Railroad Company, the largest industrial corporation in Alabama and a subsidiary of the U. S. Steel Corporation, has decided to put the Crusade into its schools as a 20-week health program. The company maintains medical examinations, monthly weighing and physical drills under trained directors.

More Indian Crusaders

"I believe we shall turn out about 98 per cent. with the health chores," writes Mrs. Edith MacAlpine Murray, teacher at White River, Ariz., "and my directors are arranging to place some home-made but effective gymnastic apparatus on the school ground, to assist in qualifying for the Round Table.

"Our most enthusiastic Crusaders are three little Indian girls, three, four and five years old, one a full-blood Apache, one a Seneca, and one part Chippewa. They nearly brought the house down at an entertainment by reciting the health chores and telling why they did each one. If you could have heard that little Apache telling that she took a bath every day (which she does) not to *get* clean but to *keep* clean, I am sure you would have been delighted. I don't wish, however, to convey the impression that such cleanliness is common among the Apaches.

"We have made one wall of our room into a poster exhibit, and the children have decided that we ought to ask the Fort Apache school over. The brother of my little Seneca convulsed us all by remarking, "You know, those kids over there live among the Indians and don't get to see anything."

Uses and Abuses of Health Motion Pictures

From the point of view of the tuberculosis or public-health worker, the motion picture can be made a very useful educational agent. It can also be greatly abused and may even be harmful. A summary of some of the principal uses and abuses of health motion pictures may, therefore, be helpful:

Regular Theaters

The use of health motion pictures in the regular theaters in competition with or as a part of the ordinary motion-picture entertainment program has some value. It may, however, be very much overemphasized. While most health motion pictures do in themselves carry a certain lesson or number of lessons, the value of the lesson is generally lost because of the fact that it has to compete with Charlie Chaplin, Mary Pickford and other luminaries, whose function is not to teach but to entertain.

Schools, Churches, Etc.

The health motion pictures have their widest field of usefulness in the non-theatrical field. In the schools, churches, lodges, clubrooms and elsewhere, they will find a more ready audience and a more plastic one. Here, however, the use of the motion picture as a part of an irrelevant program is questioned, to say the least. If the whole program is so arranged that the health motion picture fits into it, or if, in other words, the health motion picture is accompanied by certain other features of the program, its value will be greatly enhanced. A talk on the picture or supplementing it, a health play, an illustrated lecture, an exhibit, or something that gives the health motion picture a setting is highly desirable.

Special Exhibits, Meetings, Etc.

This leads to a consideration of the motion picture in connection with special meetings, exhibits, etc., where the picture takes its most legitimate place. If, however, any tuberculosis worker thinks that the motion picture can take the place of the exhibit or the spoken word, he is greatly mistaken. The motion picture may be a good adjunct of a mass meeting, or an exhibit demonstration, or some other special gathering, either indoors or outdoors. It can hardly be the "whole show," and produce the most effective results.

Healthmobiles

The invention of machinery for carrying the motion picture to rural districts is a Godsend alike to the residents of these districts and to the public-health worker. The portable motion-picture machine, the automobile generator, the truck and other similar devices have given to the motion picture a field of usefulness that was unknown only a few years ago. One finds various degrees of sophistication regarding motion pictures in the rural districts. There are communities in some states where the "oldest resident" has never seen a motion picture. There are others where they may have one or two itinerant shows a year. There are still others where the taste of the country boy is pretty nearly as exacting as that of the city boy. Discrimination in the showing and use of pictures should be exercised, especially in rural communities.

Abuses

As to the abuses of the motion picture, little need be said in addition to what has already been said. Too much reliance on the motion picture as a source of education is probably the principal abuse. As a part of a continuous educational campaign the motion picture finds a real place. As a substitute for other types of educational effort, the health motion picture is abused and may be harmful.

The poor selection of pictures is oftentimes an abuse that causes harm. It does not pay to show pictures that are not first class in every respect, if such pictures can be secured.

The audience that is baited by a free motion-picture sign is not likely to get very much benefit from the entertainment if the machine breaks down every few seconds, or the film is torn and has to be patched continually, or if the screen is not satisfactory and the lighting arrangements are poor. In other words, the mechanical equipment to be used must be of the best, or the effort fails.

These are but a few of the uses and abuses that should be considered. They will suggest many others.

Using Films in Mississippi

The Mississippi Tuberculosis Association has at present two films in service—"Jinks" and the "Modern Health Crusade." We do not book these films directly with the theater managers, but instead ship the films to our representatives in the various counties—the chairman of the county tuberculosis committee. The films are left in the county until the chairman has had them shown in all picture houses and schools, where there are facilities for showing films. The chairman is then notified to send the films to the chairman of another county committee, and so on until the films have covered the state. The only charge to the county committee is the express charge, to be prepaid to the next county.

A copy of the film, "Jinks," is also owned by Bureau of Tuberculosis of the State Board of Health, and is shown with success in connection with a motor clinic car in rural work.

We propose in 1921 to secure a film showing the diagnosis of tuberculosis to be exhibited at special meetings of physicians in a campaign to interest doctors in more intensive study of tuberculosis. These special exhibits will be held in various counties under auspices of chairmen of county tuberculosis committees. The chairman, in cooperation with the county health officer, will arrange for meetings of physicians to view the exhibit.

We will also have a set of advertising slides to be shipped with "Jinks" and the Crusade film (possibly six slides). These slides will advertise two things—first, the tuberculosis double-barred cross (showing what it stands for); second, The Modern Health Crusade movement; (a) Scenes from a health pageant which we hope to give in all counties of the state; (b) Scenes from the marionette play.

It is our purpose [illegible] we have at the direct disposal of our county representatives to use in carrying out their local programs of work, rather than to make use of films in connection with our own general program.

MRS. ROBERT S. PHIFER,
Ex. Secy. Mississippi Tuberculosis Association.

"Movies" and the Children

"When are we going to [illegible] Theatre again?" This question, with much enthusiasm, is asked the writer on an average of every ten days or two weeks.

A year ago last fall the Yonkers Committee on the Prevention of Tuberculosis sought the cooperation of the school authorities of the city in an effort to have the film, entitled "Jinks," shown to different groups of children. The cooperation sought was not realized. A month later the school authorities were again approached with the idea of having a "Cho Cho" performance, and the effort was frowned upon. A plan to run performances on Saturday mornings and bring the children to the theater was then conceived and carried through, with the result that four performances, consisting of Cho Cho, followed by the motion picture "Jinks," were witnessed by 75 per cent. of the school children of Yonkers. The principals of certain schools were asked to send their children as far as possible under the supervision of teachers. This was done, and the theater, whose capacity is 2,600, was filled each day, with standing room for at least 200 pupils.

For every performance we secured the cooperation of the police and fire departments of the city, and with the assistance of the tuberculosis nurses it was possible first to seat the children without much confusion and then to dismiss them in every instance in three minutes.

Last spring, during a health and safety-first campaign, the idea of bringing the children to the theater was again tried out, and because of the success of the work done the fall before, permission was granted by the superintendent of schools. On four mornings of the *school week* the children were brought to the theater and two performances were given each forenoon—one at nine o'clock and the other at 10.30, allowing fifteen minutes between the performances to empty the building and seat the children. Each performance included a

(Continued on page 11)

Health, Disease and Nursing Films

(*Continued from page 4*)

Teeth

A Mouthful of Wisdom, 1 reel, pyorrhea and its prevention. Address, Y. M. C. A., 347 Madison Avenue, New York.

Come Clean, a dental hygiene film. Address, Department of Visual Instruction, Bureau of Education, Washington, D. C.

Good Teeth, 1 reel. Correct methods of care. Address, Carter Cinema Company, 220 West 42d Street, New York.

Menace of the Mouth (Demonstrates the necessity of giving the teeth and gums constant and vigorous attention). Bray Studio, 23 East 26th Street, New York.

**Mouth Hygiene,* 1 reel. Address, Henry Bollman, Harvard Club, New York. (This is a very good film, but its titles are somewhat technical and too stilted in tone to be popular.)

Tuberculosis

**A Town Under the Microscope.* Address, National Tuberculosis Association, 381 Fourth Avenue, New York.

**Diagnosis of Tuberculosis.* (Medical film dealing with inspection, palpitation, percussion, auscultation and differential diagnosis. Produced by the War Department.) Address, National Tuberculosis Association, 381 Fourth Avenue, New York.

**Jinks.* An animated cartoon. Address, National Tuberculosis Association, 381 Fourth Avenue, New York.

**Modern Health Crusade,* 1 reel. Address, National Tuberculosis Association, 381 Fourth Avenue, New York.

The Sun Cure, part reel, Bray Pictures Corp., 23 East 26th Street, New York.

Motion Picture Projectors and Supplies

Note.—The National Association has not attempted to list all the projection machines that are on the market, but has given mention only to those meeting most of the requirements of the average non-commercial exhibitor.

ACME Portable Projector.—Special features of this machine are a fan which prevents overheating and an independent rewind (see accompanying cut). Equipped for direct and alternating current, and can be attached to any lamp socket. The machine measures 17 inches long, 18 inches high, 7¾ inches wide and weighs only 22 pounds. It is enclosed in a fireproof, substantial asbestos-lined case of the above dimensions, covered with black leather and provided with leather carrying-strap and waterproof black cover to slip over the entire machine.

This projector is made for the standard 10-inch diameter reel and uses either the standard non-inflammable or inflammable film in any length up to 1,000 feet.

With this projector, when fitted with the 400-watt or storage battery lamp, the film may be projected as an ordinary lantern slide for lecture purposes.

Sold by the United Theatre Equipment Corporation, 729 Seventh Avenue, New York.

POWER'S 6A CAMERAGRAPH.—A medium-size, non-portable machine, equipped for direct and alternating current. Manufactured by Nicholas Power Co., 88-90 Gold Street, New York. United Theatre Equipment Corporation, sales agent, 729 Seventh Avenue, New York.

SIMPLEX.—A high-class, non-portable projector, manufactured by the Precision Machine Company, 317 East 34th Street, New York.

DE VRY portable projector weighs less than 20 pounds. Standard lenses equipped for direct and alternating current. Attachable to any light socket, storage battery or generator run by automobile motor. Projects pictures up to 12 feet in diameter. Manufactured by the DeVry Corporation, Chicago, Ill.

TRANSATLANTIC STANDARD portable machine, which may be operated for any voltage illuminating current or storage batteries. Carries water cooler to prevent overheating, also automatic rewind.

MINUSA Motion Picture Screen.—Attached to spring rollers, similar to shade rollers, in 3 sizes—6 x 8 feet, 8 x 10 feet and 9 x 12 feet, composed of luminous material, with great reflective power, similar to the commercial "Silver Sheet."

Health Films as Exhibit Aids

Motion pictures, as distinguished from exhibits of a more general character, such as posters, panels and models, have the distinct advantage of being easily and cheaply transported, and their use is not attended by the great amount of labor, attention to small detail, and consequent loss of time involved in the use of more bulky exhibits. Moving pictures have the great advantage, too, of attracting and interesting a large number of people who are reached only with the greatest difficulty by other means.

As far as circumstances permit, it is our policy to use moving pictures in connection with other educational features which will amplify and strengthen the impression made by the pictures and lead to some definite results. In the venereal disease campaign, for example, a lecture followed by motion pictures illustrative of the subject discussed will make a far deeper and more lasting impression than either lecture or pictures alone. Even if dealing with a less definite subject, pictures are often of very great value as a means of strengthening almost any campaign. During the past summer the department conducted a series of children's clinical examinations each afternoon. In the evenings public meetings were held when short addresses were delivered and motion pictures shown, and, while often the pictures had little direct bearing on child hygiene work, they accomplished much in awakening an interest in public health, in making clear the close association of the different lines of health work, as, for instance, the need of a public-health nurse to follow up the findings at the clinics, and in overcoming the inertia which so often stands in the way of the advancement of definite results.

Aside from such showings as these at meetings specifically arranged for a definite purpose, the moving picture may also be used in a more general way for popularizing a health teaching or a health campaign. It is our policy, whenever we have a few films unbooked, to arrange to have them shown at the moving-picture theaters as a part of the regular program and, contrary to what might be expected, such showings often produce results. Sometimes they lead to further requests for films, more often they bring results in added interest in future health campaigns, and often we have found, on going back to places where films have been shown in this way, a live interest in health work which can be attributed to no other cause.

In addition to the possibilities offered by theaters, not infrequently churches, clubs, schools, Y. M. C. A.'s and other similar organizations are often glad to use health films. These opportunities should not be overlooked, for often moving pictures prove an entering wedge as a means of interesting such groups in health work and in securing their active support. With a little forethought and initiative all available films may be easily kept busy in this way. But, of course, whenever possible, more satisfactory results will generally be accomplished by showing a propaganda picture as a part of a definite health program with a specific object.

The field worker, desirous of using motion pictures often meets with many practical problems in securing suitable halls, projectors and operators. Nearly always, if it is possible to do so, it is best to secure the use of a regular motion-picture theater, with machine and operator. If meetings can be arranged for dates or hours when a regular performance is not given, it is often possible to obtain the use of a theater at little or no expense. If this is not practicable and it becomes necessary to engage a hall, make sure that the hall can be properly darkened if the meeting is to be held in the daytime, and, of course, electricity is necessary. You should also ascertain in advance if the voltage of the current available is suitable for the projector and if the switches are so arranged that current may be obtained for the machine while the hall is darkened. Of course, if you have your own projector you are familiar with these problems, but if a machine must be borrowed be certain that the operator understands just what conditions he will meet, and do not wait until the last moment to find that the machine won't run on the current, that the hall cannot be darkened or that other complications will arise which will upset the program.

GILBERT M. TUCKER, JR.,
Supervisor of Exhibits,
N. Y. State Dept. of Health.

Health Movies in Educational Propaganda

By MAUDE VAN SYCKLE

Member Advisory Council of Mississippi Valley Conference on Tuberculosis

While attending, as a delegate, the Mississippi Valley Conference on Tuberculosis at Des Moines in 1919, the writer saw a demonstration of health films and the possibllities of their use in local work. On her return she recommended to the Detroit Chapter Junior Red Cross and to the Detroit Tuberculosis Society, of which she was the Executive Secretary, that their peculiar educational value be taken advantage of in their educational campaigns. This was done, and extensive use has been made in Detroit and Wayne County of exhibitions of motion-picture films by these organizations. The results were astoningly gratifying and prove the success of this way of presenting health propaganda.

In the fall of 1919 we purchased a DeVry projector, two copies of the "Modern Health Crusade," one copy of "Jinks," and one copy of "The Public Health Nurse." In the spring of 1920 the "House Fly" was added to the society's collection. It is a microscopic motion picture, showing the complete life history of the house fly from birth in a series of highly-magnified pictures. The manner in which germs of disease are carried by the fly is shown with thousands of live bacteria clinging to its feet as he alights on articles of food, depositing colonies there, the growth of which is depicted on the screen.

Duplicate copies of these films were soon required and added. Nine prints are now in constant use and have proven invaluable in school work and the various meetings, lectures and health talks given throughout Detroit and Wayne County.

The society first utilized films in the Modern Health Crusade work which was being introduced in the city and county schools. An operator was employed to work under the direction of the writer, who arranged for exhibitions in Highland Park, Hamtramck and Detroit schools, mothers' clubs, normal schools, churches, parochial schools, industrial clubs and factories. Permission was sought and obtained to display the films at a monthly meeting of the Wayne County Medical Society, at which we also exhibited a film on the diagnosis of tuberculosis, borrowed by us from the U. S. Public Health Service.

We secured the cooperation of the Detroit Chapter American Red Cross, whose nurses exhibited the reels in the county schools in our Modern Health Crusade campaign, in churches, granges and mothers' clubs and in the chain of clinics conducted by the Red Cross jointly with our society throughout Wayne County. At the county fair, the reels were shown nightly in the exhibit of the Detroit Tuberculosis Society. At the state fair, they were shown nightly in the Red Cross tent, and during the daytime in the exhibit of the DeVry Projector Corporation.

The Detroit Department of Health exhibited the reels in a six-weeks' "Milk" campaign, during which time they presented a playlet, "The Milk Fairies," in many schools and at a mass meeting at the Board of Commerce.

The exhibition of the films in city public schools was at first conducted by our Society by permission of the superintendent of schools, who later consented to take over the activity, and the films were shown continuously for eight weeks by the Visual Education Department.

The advantages of displaying educational health films before public audiences assembled in amusement are manifest. The vast number of individuals who can at once be reached by this means of publicity renders it highly desirable. The audience is promiscuous in character, containing many who would never attend a publicly announced "health" or "educational" meeting and who would never trouble to read educational articles or tracts. These are involuntarily presented with a message which they cannot escape without closing their eyes, and their curiosity prevents that.

In order to secure this publicity, the writer attempted to arouse the interest of the moving-picture exhibitors of Detroit. Permission was obtained to display the films one Sunday afternoon in a small neighborhood theater. The effect on the audience was noted by the proprietor, who immediately offered his enthusiastic cooperation. The manager of the largest circuit in the city was next asked to view the films, and if his opinion was favorable, to display them in his theaters. This he did to the extent of displaying them one day in each theater in his circuit having a daily change of program.

The interest of the Michigan Motion Picture Exhibitors' Association was next solicited and obtained. They agreed to exhibit, free of charge, two copies of each of the four reels described above on one hundred and seventy-five days in all the picture theaters of Detroit, including the largest theaters whose programs run weekly, with a further display afterward throughout Wayne County and Michigan. The Michigan Motion Picture Exhibitors' Association arranged all details necessary in distributing, delivering and collecting the films and keeping them in repair. The initial cost of the films was paid by the Detroit Tuberculosis Society and the Detroit Chapter Junior Red Cross, and a legend to this effect appears as a trailer to each reel.

The publicity secured by the exhibition of these films in this city of a million population, through the various agencies described, has been of the greatest value in health education, and an equal amount could not be obtained in any other way except at an enormous cost.

"Movies" and the Children

(*Continued from page 9*)

"safety-first" talk, a health talk, the health films, "The Priceless Gift of Health" and "Jinks," and a "safety-first" film.

Some of the school authorities suggested that we run two safety-first films instead of "Jinks," and as the latter had already been used, we eliminated it from our program. The result was that the two schools that were not shown "Jinks" still feel that they were not treated kindly. It is the ambition of this committee to own a print of this picture so that the children may again see it in their own schools, and so that it can be used by the churches that have projectors.

While the film, "The Priceless Gift of Health," is splendid and has good educational value, it does not seem to get the message across like "Jinks." In the follow-up work, in every instance where we have entertained the children, compositions have been written in connection with the school work. The following quotation is from a composition written by a child in the 5B grade. It would seem, perhaps, to emphasize the value of "Jinks" and the message that can be "put over" in this way. The child wrote: "The last thing on the program was a picture by Mr. Jinks; it showed us what the lack of fresh air and exercise will do, so we want to get all the fresh air and exercise that we can get. When the picture was over we went home."

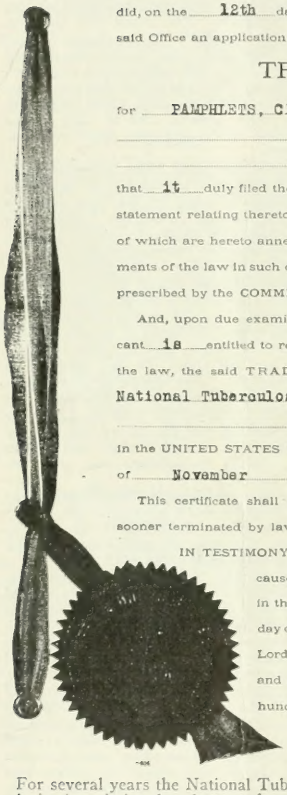
Another child said: "The last thing in the program was a picture by Mr. Jinks; it showed how the germs develop in the lungs, and also showed how they die when they smell fresh air."

If at any time in the future the Yonkers Tuberculosis Committee should ever on short notice wish to get an audience of children together, it would only be necessary to announce in the papers the evening before that "Jinks" would be shown, and every seat in any of the large halls or theaters in this city would be filled. This means that the picture not only carries with it a tremendous message, but reaches the child's mind and entertains him along with the message that it is carrying. It makes him happy, and he accepts the instructions happily.

ESTELLA M. BOGARDUS,
Exec. Secy. Yonkers Tuberculosis Committee, Yonkers, N. Y.

The younger boys and girls of the First Baptist Church of Newton, Mass., one of the largest churches in the denomination, have organized as Junior Crusaders and adopted the health chore program. The supervision of parents is enlisted in the marking of chore records.

Double-Barred Cross Becomes Trade-Mark



2—371 No. 137345

The United States of America,

To all to whom these Presents shall come:

THIS IS TO CERTIFY that by the records of the UNITED STATES PATENT OFFICE it appears that NATIONAL TUBERCULOSIS ASSOCIATION, of New York, N. Y., a corporation organized under the laws of the State of Maine, did, on the 12th day of February, 1920 duly file in said Office an application for REGISTRATION of a certain

TRADE-MARK

for PAMPHLETS, CIRCULARS, AND PRINTED BOOKS,

that it duly filed therewith a drawing of the said TRADE-MARK, a statement relating thereto, and a written declaration, duly verified, copies of which are hereto annexed, and has duly complied with the requirements of the law in such case made and provided, and with the regulations prescribed by the COMMISSIONER OF PATENTS.

And, upon due examination thereof, it appearing that the said applicant is entitled to registration of its said TRADE-MARK under the law, the said TRADE-MARK has been duly REGISTERED to National Tuberculosis Association, its successors or assigns, in the UNITED STATES PATENT OFFICE, this twenty-third day of November, 1920.

This certificate shall remain in force for TWENTY YEARS, unless sooner terminated by law.

IN TESTIMONY WHEREOF I have hereunto set my hand and caused the seal of the PATENT OFFICE to be affixed, in the District of Columbia, this twenty-third day of November, in the year of our Lord one thousand nine hundred and twenty, and of the Independence of the United States the one hundred and forty-fifth.

Acting Commissioner of Patents.

For several years the National Tuberculosis Association has been endeavoring to find a way to protect and conserve the use of the double-barred cross emblem. It was found impracticable to copyright the emblem or to protect it by special act of Congress. Finally, after exhausting all other means, it was decided, on advice of the solicitors of the National Tuberculosis Association, to register the double-barred cross as the trade-mark of the National Tuberculosis Association. This was accomplished recently, and the emblem is now registered in the United States Patent Office, with the number 137,345.

In registering the emblem as its trade-mark, the National Tuberculosis Association is interested chiefly in conserving the use of the double-barred cross for legitimate and recognized anti-tuberculosis agencies and in preventing its use by questionable individuals or agencies.

In order to bring about this end and to allow recognized associations to use the emblem and to prevent objectionable ones from using it on pamphlets, printed matter and so forth, the solicitors of the National Association have worked out a procedure which, while it may cause some inconvenience at first, will on the whole work for the best interests of all those interested in the highest standards of tuberculosis activities.

In this connection, Mr. Newell, of the firm of Newell & Spencer, patent attorneys, says:

"A trade-mark is supposed to identify goods of some particular person, and that they originated with that person, or that he has had something to do with it. In other words, it is a mark of origin, identifying the goods as those coming from or passing through the hands of the owner of the mark. If the owner allows someone else to use the mark on goods with which the owner of the mark has or has had no connection, it obviously destroys the 'mark of origin' meaning of the trade-mark, and theoretically, at least, deceives the public into believing that the goods of such other person really came from the owner of the mark, which is not a fact."

The National Tuberculosis Association cannot legally give to a state or local organization or institution general permission or license to use the double-barred cross on matter not previously submitted to the National Association. The National Association will grant to recognized tuberculosis agencies, including sanatoria, dispensaries, open-air schools, etc., approved by it, the right to use the double-barred cross on their literature, provided such literature is first submitted to the National Tuberculosis Association and its approval is obtained. Permission granted will not allow of the use of the mark generally, but only on the particular book, pamphlet and so forth, submitted and approved. All organizations and institutions wishing the use of the emblem should make formal application to the National Association for its use, submitting with their application a copy of the book, pamphlet or other literature on which it is proposed to use the emblem. On receipt of such specific requests for the use of the double-barred cross the National Association will study the text submitted, and if proper will issue a special permit for each piece of printed matter.

After this permit is granted the association may use the mark on the literature in question without indicating anything regarding the permission. The use of the double-barred cross on the literature will represent to the public that the National Tuberculosis Association approves of the statements contained in the pamphlet.

All those who use the double-barred cross are strictly cautioned to distinguish between a copyright and a trade-mark. Copyrighting of literature, with or without the double-barred cross, bears no connection whatever with the use of the emblem as a trade-mark. So long, however, as anyone uses the trade-mark on literature the public is given to understand that the literature in question originated with or was approved by the National Tuberculosis Association, just the same as a commercial trade-mark indicates the manufacturer's connection with the product on which the trade-mark is placed.